

Rep Order# 6865499 Ver# 5 Status Revised

Traffic Order# 215796

Printed: 10/26/2012 2:05 PM
Last Received: 10/26/2012 2:00 PM
Showing Buylines: All Rep Revised Lines

1 of 2

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product REFORM NM NOW SKED B
Estimate# 327
Buyer Betsy Vonderheid
Phone#
Fax#

Agency () STEVENS REED CURCIO & POTHOLM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 51/104/327
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC-A

--- REMARKS ---

REV TO ADD TO SKED
ATTN ALL LINES
ATTN NEW TTL
PLEASE CNF
THANKS

Long please 112

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*13			10/29-11/02	\$2,000.00 <i>2</i>	:30	2	1	M-F	10P-1035P	\$4,000.00	2	
Buyline Comment: NEWS												
Sales Remark: V5 ADD TO SKED												
V5 Added												

---REPORT TOTALS---

Report Totals: 2 / \$4,000.00

---SALES MONTHLY TOTALS---

Nov 12: 28 / \$29,000.00
Sales Totals: 28 / \$29,000.00
Station Totals: 28 / \$29,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$116,000

CABL 0% KASA 0% KASY 0% KBIM 0% KOAT 40%
KOB 35% KRQE 25% KWBQ 0%

---COMPETITIVE COMMENTS---

EST SHARES

Rep Order# 6865499 Ver# 3 Status Revised

Traffic Order#

2157414

Printed: 10/19/2012 9:35 AM
Last Received: 10/19/2012 8:11 AM
Showing Buylines: All Lines

1 of 2

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product REFORM NM NOW SKED B
Estimate# 327
Buyer Betsy Vonderheid
Phone#
Fax#

Agency () STEVENS REED CURCIO & POTHOLM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 51/104/327
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

CHANGE IN HEADER ONLY
THIS IS SKED B
PLEASE CNF
THANKS

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		CBS THS MRNG-2<	10/29-11/02	\$300.00	:30	3	1	M-F	7A-9A	\$900.00	3	
2		CBS THS MRNG-2<	11/05-11/06	\$300.00	:30	2	1	M-TU	7A-9A	\$600.00	2	
3		SUNDAY MRN-CBS	11/04-11/04	\$800.00	:30	1	1	SU	8A-930A	\$800.00	1	
4		KRQE NM13-NOON	10/29-11/02	\$550.00	:30	5	1	M-F	12P-1230P	\$2,750.00	5	
5		KRQE NM13-NOON	11/05-11/06	\$550.00	:30	1	1	M-TU	12P-1230P	\$550.00	1	
6		DR. PHIL	10/29-11/02	\$300.00	:30	5	1	M-F	3P-4P	\$1,500.00	5	
7		DR. PHIL	11/05-11/06	\$300.00	:30	1	1	M-TU	3P-4P	\$300.00	1	
8		KRQE NWS13-530<	10/29-11/02	\$2,500.00	:30	3	1	M-F	530P-6P	\$7,500.00	3	
9		KRQE NWS13-530<	11/05-11/06	\$2,500.00	:30	1	1	M-TU	530P-6P	\$2,500.00	1	
10		KRQE NEWS-10	10/29-11/02	\$2,000.00	:30	2	1	M-F	10P-1030P	\$4,000.00	2	
11		KRQE NEWS-10	11/05-11/06	\$2,000.00	:30	1	1	M-TU	10P-1030P	\$2,000.00	1	

Rep Order# 6865499 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/19/2012 9:35 AM
Last Received: 10/19/2012 8:11 AM
Showing Buylines: All Lines

Station KROE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product REFORM NM NOW SKED B
Estimate# 327
Buyer Betsy Vonderheid
Phone#
Fax#

Agency () STEVENS REED CURCIO & POTHOLM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 51/104/327
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
12		KROE NEWS-10	11/04-11/04	\$1,600.00	:30	1	1	SU	10P-1030P	\$1,600.00	1	

---REPORT TOTALS---

Report Totals: 26 / \$25,000.00

---SALES MONTHLY TOTALS---

Nov 12: 26 / \$25,000.00
Sales Totals: 26 / \$25,000.00
Station Totals: 26 / \$25,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$100,000

CABL 0% KASA 0% KASY 0%
KOB 35% KROE 25% KWBQ 0%

KBIM 0% KOAT 40%

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA3b+

Rep Order# 6865499 Ver# 1 Status New

Traffic Order#

Printed: 10/19/2012 8:08 AM
Last Received: 10/18/2012 7:06 PM
Showing Buylines: All Lines

1 of 2

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product REFORM NM NOW
Estimate# 327
Buyer Betsy Vonderheid
Phone#
Fax#

Agency () STEVENS REED CURCIO & POTHOLM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 51/104/327
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Handwritten signature and date 10/19/12

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		CBS THS MNG-2<	10/29-11/02	\$300.00	2 :30	3	1	M-F	7A-9A	\$900.00	3	
2		CBS THS MNG-2<	11/05-11/06	\$300.00	2 :30	2	1	M-TU	7A-9A	\$600.00	2	
3		SUNDAY MRN-CBS	11/04-11/04	\$800.00	2 :30	1	1	SU	8A-930A	\$800.00	1	
4		KRQE NM13-NOON	10/29-11/02	\$550.00	2 :30	5	1	M-F	12P-1230P	\$2,750.00	5	
5		KRQE NM13-NOON	11/05-11/06	\$550.00	2 :30	1	1	M-TU	12P-1230P	\$550.00	1	
6		DR. PHIL	10/29-11/02	\$300.00	2 :30	5	1	M-F	3P-4P	\$1,500.00	5	
7		DR. PHIL	11/05-11/06	\$300.00	2 :30	1	1	M-TU	3P-4P	\$300.00	1	
8		KRQE NWS13-530<	10/29-11/02	\$2,500.00	1 :30	3	1	M-F	530P-6P	\$7,500.00	3	
9		KRQE NWS13-530<	11/05-11/06	\$2,500.00	1 :30	1	1	M-TU	530P-6P	\$2,500.00	1	
10		KRQE NEWS-10	10/29-11/02	\$2,000.00	2 :30	2	1	M-F	10P-1030P	\$4,000.00	2	
11		KRQE NEWS-10	11/05-11/06	\$2,000.00	2 :30	1	1	M-TU	10P-1030P	\$2,000.00	1	
12		KRQE NEWS-10	11/04-11/04	\$1,600.00	2 :30	1	1	SU	10P-1030P	\$1,600.00	1	

---REPORT TOTALS---

Rep Order# 6865499 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/19/2012 8:08 AM
Last Received: 10/18/2012 7:06 PM
Showing Buylines: All Lines

2 of 2

Station KROE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product REFORM NM NOW
Estimate# 327
Buyer Betsy Vonderheid
Phone#
Fax#

Agency () STEVENS REED CURCIO & POTHOLM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 51/104/327
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Report Totals: 26 / \$25,000.00

---SALES MONTHLY TOTALS---

Nov 12: 26 / \$25,000.00

Sales Totals: 26 / \$25,000.00

Station Totals: 26 / \$25,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$100,000

CABL	0%	KASA	0%	KASY	0%	KBIM	0%	KOAT	40%
KOB	35%	KROE	25%	KWBQ	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Boo	Time Period	Length	Priority	Channel	Product	Estimate	Air Time	Ad-ID	Rate
Date: 10/29/12												
Station: KRQE												
06865499	POL/Reform N	215796	CBS This Mornin	CBS Early S	:30	P2	[ALL]	REFORM N327		8:54:30 AM	RNMT1203	\$300.00
06865499	POL/Reform N	215796	M-F KRQE New	12p-1230p	:30	P2	[ALL]	REFORM N327		12:20:49 PM	RNMT1203	\$550.00
06865499	POL/Reform N	215796	Dr. Phil	3p-4p	:30	P2	[ALL]	REFORM N327		3:25:44 PM	RNMT1203	\$300.00
06865499	POL/Reform N	215796	KRQE News 13	530p-6p	:30	P1	[ALL]	REFORM N327		5:42:33 PM	RNMT1203	\$2,500.00
												\$3,650.00
												\$3,650.00
Date: 10/30/12												
Station: KRQE												
06865499	POL/Reform N	215796	CBS This Mornin	CBS Early S	:30	P2	[ALL]	REFORM N327		8:28:02 AM		\$300.00
06865499	POL/Reform N	215796	M-F KROE New	12p-1230p	:30	P2	[ALL]	REFORM N327		12:04:17 PM		\$550.00
06865499	POL/Reform N	215796	Dr. Phil	3p-4p	:30	P2	[ALL]	REFORM N327		3:33:17 PM		\$300.00
06865499	POL/Reform N	215796	KRQE News 13	530p-6p	:30	P1	[ALL]	REFORM N327		5:34:57 PM		\$2,500.00
06865499	POL/Reform N	215796	LN M-F	10p-1035p	:30	P2	[ALL]	REFORM N327		10:27:43 PM		\$2,000.00
												\$5,650.00
												\$5,650.00
Date: 10/31/12												
Station: KRQE												
06865499	POL/Reform N	215796	LN M-F	10p-1035p	:30	P2	[ALL]	REFORM N327				\$2,000.00
06865499	POL/Reform N	215796	M-F KRQE New	12p-1230p	:30	P2	[ALL]	REFORM N327		12:04:17 PM		\$550.00
06865499	POL/Reform N	215796	M-F KROE New	12p-1230p	:30	P2	[ALL]	REFORM N327		12:18:34 PM		\$550.00
06865499	POL/Reform N	215796	Dr. Phil	3p-4p	:30	P2	[ALL]	REFORM N327		3:16:31 PM		\$300.00
												\$3,400.00
												\$3,400.00
Date: 11/01/12												
Station: KRQE												
06865499	POL/Reform N	215796	CBS This Mornin	CBS Early S	:30	P2	[ALL]	REFORM N327		8:16:20 AM		\$300.00
06865499	POL/Reform N	215796	Dr. Phil	3p-4p	:30	P2	[ALL]	REFORM N327		3:50:43 PM		\$300.00
06865499	POL/Reform N	215796	KRQE News 13	530p-6p	:30	P1	[ALL]	REFORM N327		5:57:58 PM		\$2,500.00
06865499	POL/Reform N	215796	LN M-F	10p-1035p	:30	P2	[ALL]	REFORM N327		10:26:41 PM		\$2,000.00
												\$5,100.00
												\$5,100.00
Date: 11/02/12												
Station: KRQE												
06865499	POL/Reform N	215796	LN M-F	10p-1035p	:30	P2	[ALL]	REFORM N327				\$2,000.00
06865499	POL/Reform N	215796	M-F KROE New	12p-1230p	:30	P2	[ALL]	REFORM N327		12:27:56 PM		\$550.00
06865499	POL/Reform N	215796	Dr. Phil	3p-4p	:30	P2	[ALL]	REFORM N327		3:33:17 PM		\$300.00
												\$2,850.00
												\$2,850.00
Date: 11/04/12												
Station: KRQE												
06865499	POL/Reform N	215796	CBS Sunday Mc	8a-930a	:30	P2	[ALL]	REFORM N327		8:53:19 AM		\$800.00
06865499	POL/Reform N	215796	LN Su	10p-1035p	:30	P2	[ALL]	REFORM N327		10:26:55 PM		\$1,600.00
												\$2,400.00
												\$2,400.00
Date: 11/05/12												
Station: KRQE												
06865499	POL/Reform N	215796	CBS This Mornin	CBS Early S	:30	P2	[ALL]	REFORM N327		8:08:03 AM		\$300.00
06865499	POL/Reform N	215796	KRQE News 13	530p-6p	:30	P1	[ALL]	REFORM N327		5:35:12 PM		\$2,500.00
06865499	POL/Reform N	215796	LN M-F	10p-1035p	:30	P2	[ALL]	REFORM N327		10:26:43 PM		\$2,000.00
												\$4,800.00
												\$4,800.00
Date: 11/06/12												
Station: KRQE												
06865499	POL/Reform N	215796	CBS This Mornin	CBS Early S	:30	P2	[ALL]	REFORM N327		7:23:21 AM		\$300.00
06865499	POL/Reform N	215796	M-F KRQE New	12p-1230p	:30	P2	[ALL]	REFORM N327		12:19:49 PM		\$550.00
06865499	POL/Reform N	215796	Dr. Phil	3p-4p	:30	P2	[ALL]	REFORM N327		3:07:18 PM		\$300.00
												\$1,150.00

[Sorted by: Date]

Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Bool	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
-------------	------------	-------	-----------------	-------------	--------	--------	-------	---------	----------	----------	-------	------

Date: 11/06/12

\$1,150.00

29,000.00

[Sorted by: Date]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KRQE-TV	Date: 10/26/12
---	--------------------------

1. B Vonderheid

do hereby request station time concerning the following issue:

Reform New Mexico Now

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/29-11/6			

Total Charges:	\$29,000.00
-----------------------	-------------

This broadcast time will be used by: Reform New Mexico Now

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☒ No

For programming that “communicates a message relating to any political matter of national importance,” list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that “communicates a message relating to any political matter of national importance,” attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Reform New Mexico Now

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:


☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney’s fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

<u>10/26/12</u> Date	 	<u>703-683-9755</u> Contact Phone Number
-------------------------	---	---

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

_____ Signature	_____ Printed Name	_____ Title
--------------------	-----------------------	----------------

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/29-11/6			

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.